

BRITISH DAY
9:00—English Selections by Grand Organ and Band
Noon—Christmas Hymn with Chimes
5:15—English Selections by Grand Organ and Band

WANAMAKER'S

Store Opens 9 A. M.

DOWN STAIRS STORE

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER
Fair

A Busy, Cheery, Christmassy Place Is the Down Stairs Store—An Inseparable Part of the Wanamaker Business, Animated by the Same High Principles of Honesty and Fair Dealing



A Remarkable Gathering of WOMEN'S DRESSES MARKED LESS THAN \$25
All are Special, and Savings Range from \$8 to \$22.50 on Each Dress

Wool Jersey Dresses

These are of excellent jersey and average about half price. They are in Pekin, navy, brown, plum and Copenhagen and the collar and belt are piped with a contrasting color.

\$12.75

Dresses for street wear and afternoon, and there are some that will be very attractive for skating, as they have high sweater collars in contrasting colors. Others are embroidered with braid or silk. All the bodices are lined with silk. In brown, taupe, plum, tan and Copenhagen.

\$19.75

Sixty dresses of excellent wool jersey are braided or made with vestees of satin or net. Some are combined with tricolette. In tan, sand, brown, taupe and navy. The minimum saving is \$13.50.

\$22.50

Velveteen Dresses

A new lot of a model that has been very successful. In navy, black or burgundy with a white satin cowl collar, high waist and small, inset pockets edged with very deep fringe. A lovely dress at less than half price.

\$12.75

Forty-five pretty velveteen frocks in navy, black, taupe and burgundy have satin vestees, unusual belts and an overskirt over a foundation of satin. Excellent for all sorts of winter festivities.

\$22.50

Satin Dresses

A generous group of satin frocks includes the best dark colorings. Some have draped bodices and Georgette vestees. Another has a broad sash and an accordion-pleated skirt. All half price and less.

\$8.75

These satin frocks are all from our own stock and have been reduced because sizes are broken in some styles. They are in navy, black, taupe and brown—some with Georgette vestees, many with long overskirts.

\$15

Serge Dresses, \$10.75 and \$13.50

A number of different models, mostly in navy blue, make up this group. The dresses are braided, embroidered with silk and quite simply tailored with satin collars.

(Market)

500 Waists at Half Price and Less Special at—\$1.65

Only a few waists of a kind and sometimes only one, but all are most unusual in value.

They are slightly mussed and some a trifle soiled, but as they wash nicely that does not lessen their merit.

You will find waists of voile, organdie and batiste. Some are plain, slipover models; others are quite frilly; some are touched with color and many are made in the collarless style. You will also find waists of colored voile in the lot.

(Market)

Good Values in Women's Coats Newly Reduced

There are coats of velour, burella and cheviot in a half dozen or so styles. Many are lined throughout and trimmed with bands of fur fabric. All are snug and warm. Now \$16.50.

From \$18 to \$25

These are mostly of velour and cheviot, some lined throughout with silk and many with shawl or cape collars of sealene or kit cone.

From \$29.75 to \$39.75

Here are lovely silk-lined coats of suede velour and silvertone, in many instances with fur collars of nutria, raccoon or skunk opossum.

Reductions on the Finer Coats

which means big savings on coats of Bolivia, silvertone, silk velour and duvet de laine and some beautiful evening wraps. Many are heavily trimmed with beaver, wolf, skunk and raccoon, and all are handsomely lined. Now \$55 to \$115.

Black Coats for Mourning

are in quiet, conservative styles and excellent materials. Now \$13.50 to \$75.

(Market)

Good Looking Skirts Have Just Arrived

in time to go on sale for Monday. And they are unusually good skirts at their price.

Most of them are of black or navy blue serge in the new straight line style, in attractive plaid serges or soft velveteens in brown and black. They are in both regular and extra sizes—the regular sizes from 25 to 28 waistbands; the extra sizes in 30 to 36-inch waistbands. \$9.50.

(Market)

Party Frocks for Junior Girls

Dreams of loveliness in Georgette and Georgette-and-net! Nothing else would half describe them, for they are lovelier than any frocks we have had.

Delicate pinks and blues predominate and sometimes in combinations of the two. French knots, beautiful satin ribbon and hemstitching are the only additional adornment to the beauty of lines and material. Underskirts are mostly of net.

On opening the box that houses such a frock as these a girl of 12 years to 16 will be only capable of breathing an awed "oh!"

\$18.75, \$19.75 and \$22.50.

(Central)



Gift Frocks for Smaller Folk

Oh, such pretty frocks of white lawn and fine voile! Beginning at \$2 there are high-waisted puffy frocks with square necks. Then up through \$2.50 to \$6, we find voile frocks charmingly smocked and stitched in dainty colors. Many show touches of the new red.

The individual touches remind one of French dressmaking. For instance, the pockets are quaintly shaped and placed with cunning charm. And so on through many, many little frocks, each one so appealingly pretty that one dislikes to pass it by.

All are for kiddies of 2 years to 8.

(Central)

Women's Cotton Stockings Special, 18c; Three Pair for 50c

They are of black mercerized cotton with reinforced feet and garter tops. Second quality.

(Central)

Dainty Envelope Chemises in Christmassy Boxes

Three pretty styles of soft white nainsook have dainty laces trimming them in various ways. And they are laid in pretty boxes, all ready to tie up and send away for Christmas. Two styles at \$1.50 and one at \$3.

(Central)

These Are Great Coats for Men Who Are Much Outdoors!

They're of very heavy all-wool Oxford frieze, so thick and warm that Winter will have to blow his hardest to get through. The collars can be fastened snug under the chin, and the slanting pockets are deep enough to thrust hands, gloves and all into.

Some of the coats are lined throughout, some lined through the shoulders. In appearance they are very similar to the coats worn by naval officers.

Men who drive their own cars or who are much outdoors will find these coats exactly what they need.

The Price Is Low at \$35

Other excellent Winter Overcoats, box coats, ulsters, ulsterettes and waistline coats of warm, all-wool material are here in the proper styles for Winter 1918—at \$25 to \$35.

(Gallery, Market)

3000 Pair of Women's Gloves in a Christmas Sale Monday

Washable Capeskin Gloves, \$1.35

In gray, tan, khaki and ivory, with plain or embroidered backs and one clasp at the wrist. These are called second selections because of slight marks or irregularities in the skins that will not affect the wearing qualities in the least.

Washable Capeskin Gloves, \$1.75

Outseam or pique sewn gloves of fine quality in tan, brown, gray or khaki color; spearpoint or embroidered backs. Easily worth a third more.

French Lambskin Gloves, \$1.65

Attractive dress gloves are these from France. They are overseam sewn, have two clasps at the wrists and Paris point stitching on the backs. In tan or brown with self stitching; in white with self or black stitching and in black with self or white stitching. Usually marked a third more.

(Central)

It Was Always Said

of him that he knew how to keep Christmas well, if any man alive possessed the knowledge. May that be truly said of us, and all of us! And so, as Tiny Tim observed,

God bless us, Every one.
—CHARLES DICKENS.

Gifts at 75c are ready to be wrapped, with your card. You have a good choice of cuff buttons, bar pins, tie clasps, breast pins, stick pins, lingerie clasps and friendship circles. Their dark green boxes are lined with purple or green velvet. 75c a box. (Central.)

Among the books covered with leather and with imitation leather you will find address books, line-a-day books, memorandum books and loose-leaf books. Prices begin at 25c and go up to \$3.50. (Central.)

Round pillows covered with gathered rose, green or gold China silk are filled with soft, fluffy cotton. Others are covered with velour and tapestry. \$4 and \$5. (Chestnut.)

There is a good assortment of bead necklaces—plain color—combinations of colors—at some with metal—at 50c to \$3.50. (Central.)

Strap pocketbooks of shiny leather and of enameled cloth are \$1 to \$3. (Central.)

Bag frames of celluloid in various colors and imitation shell—also in metal with metal chains—are \$1 to \$5. (Central.)

Incense burners are always delightfully received. Little squat, heavy burners in green or dull, dark bronze are 50c each. (Central.)

Temple incense of sandalwood and patchouly is 90c, in a large box mysteriously tied in distinctly Oriental fashion. (Central.)

Enchanting little work baskets are made of wicker, with linings and tops of hand-painted crepe de chine in various light colors. Some are hand embroidered. \$1.25. (Central.)

Pillow cases of fine, standard muslin are boxed in pairs for Christmas giving. At \$1.75 a pair they are hemstitched and neatly embroidered. Some are made with insertions and medallions of imitation filice lace. At \$2 a pair they are neatly initial'd, and on some the initial'd medallion is framed with fine insertion. (Chestnut.)

The little geography student will find his or her study much more interesting if stimulated by a globe that can be turned around on its wire base. 65c each. Others go up to \$28. (Central.)

Boxes of face powder boast little kewpies springing from rose petals. \$1 a box. (Central.)

The First Snow Has Brought Fur-trimmed Toques

Their tops are of gleaming satin in rose, bright blue, French blue, black and ruddy brown or rusty red. Their upturned, close-fitting brims are of brown, gray or black fur to match the fur collars of smart winter coats. Here and there a little silken buds or a glittering quill or odd, guided ornament for the only trimming.

All are very new and smart and their price is special at \$5.85.

(Market)



Boys' All-Wool Regulation Suits Special at \$8.75

Navy blue sailor suits of all-wool storm serge are excellently tailored, with inset pocket in the shoulder yokes. They have knee-length trousers. Of course white braid is used in the regular "sailor" way! Any lad of 3 years to 10 would like to have one as a gift.

(Gallery, Market)

Gifts for a Man—At Special Prices

A lot of fine silk mufflers have just arrived to sell at very special prices.

At \$3.75
Accordion silk-knit mufflers in contrasting colors that men like in mufflers.

At \$4.75
Striped silk mufflers in many good colors—many black-and-whites in the lot.

Good Neckties Special at 50c
in plain colors are well made, with lined neckbands, and come in good greens, browns, purples, blues and so on.

Silk Pad Garters, 40c Special
In light colors they are single-grip garters of good strong elastic.

(Gallery, Market)

"Happy Christmas to All and to All a Good-Night"

And what a good night it will be, snuggled under these soft quilts and blankets!

Wool-Filled Quilts

These are so soft and warm and are filled with white lambs' wool mixed with a little cotton. They start at \$7, \$7.50 and \$8.50; are covered with figured silkline, cambric or sateen and bordered with plain material.

At \$10 there are quilts covered with Florentine silk, with plain backs and borders.

At \$12.50 these have satin borders to harmonize with the figured tops.

At \$15 there is a quilt with a silk top and border and a Florentine silk back.

At \$16.50 a quilt covered on both sides with silk—the top figured, the border and the back are plain. This is very unusual at this price.

Down-Filled Quilts, \$6.50, \$8.50 and \$9
These pretty things are all covered with sateen—figured all over or printed in quilt designs, with borders and centers. The sateen is closely woven, the stitching well put in and the down is in generous quantities and of high quality.

Cotton-Filled Quilts, \$2.50 to \$5
Pure white cotton, soft, fluffy and thick, is used to fill these quilts, and cambric or other cotton prints form their coverings. The patterns and colorings are numerous at \$2.50, \$3, \$3.50, \$4 and \$5.

All Sorts of Good Blankets
Blankets for the bed are of cotton or of wool and take many forms, from the familiar white blankets with pink or blue borders to the copies of fine French blankets—beautiful in design and color. Also, there are many, many good Indian blankets and dark patterns suitable for motor use or for couch throws. Prices are, in every case, as low as is compatible with good quality. Many wear special prices.



Gifts for Those Who Have Their Home at Heart

Towel Sets

Pretty Turkish towel sets at \$1.50 the set. There are pretty figures or bluebird designs, also checked designs to choose from, some with monogram space. All neatly boxed.

Scarfs of Many Kinds

A large assortment of pretty lace-trimmed scarfs with linen-finished centers and some with fanciful fillet medalion centers are good for chiffoniers, dressers, etc. 60c to \$3.

Hemstitched and embroidered Japanese drawn-work scarfs and squares are 50c to \$1 each.

Guest Towels

of linen and some of half linen in a duck weave have hemstitched ends at 35c, 40c to 65c each.

Luncheon Cloths

Hemstitched damask luncheon cloths in several pretty patterns, 36 inches square, \$1.25; 45 inches square, \$1.75 each.

Madeira Centerpieces

Pretty round and scalloped Madeira linen centerpieces, 17 and 22 inches, at \$1.25 and \$2 each.

(Chestnut)

What a Pattering of Slipped Feet on Christmas Morning!



All Sizes 2½ to 8 in These Shoes for Women at \$2.85

They are of black leather in button and lace styles and have leather or cloth tops, curved heels and welted soles. They are quite special at this price.

(Chestnut)

Everybody has to hurry down stairs to see the tree, and the quicker feet can be slipped into warm new slippers the better. How nice it would be to have a pair of these pretty slippers beside every bed.

Warm Slippers for Women

A nice thing about these slippers is that they are in colors to match bath-ropes and dressing gowns.

Julets of felt, trimmed with ribbon or fur, are in dark shades and are \$1.75 to \$2.50 the pair.

In pink, lavender, blue, old rose, red and taupe there are felt slippers with soft, padded soles at \$1.50, \$1.75 and \$2.

Gray or black felt slippers with high tongues and padded soles are \$1.25. Comfortable cloth slippers in pink, old rose, light blue and lavender are 85c. Slippers of corded material are in old rose, pink, light blue and lavender and go very well with corduroy robes. \$1.25.

These for Children

Julets of felt, warmly edged with fur, have leather soles and heels and are in red and gray in sizes 7 to 2 at \$1.50.

Red felt slippers with leather soles and heels are in sizes 6 to 2 at \$1 and \$1.25.

Brown felt slippers with a collar that turns up around the ankle have padded soles and are \$2.50.

Felt slippers in Oxford, taupe, khaki and wine have padded soles and are \$1.75 a pair.

Black felt slippers with leather soles and heels are \$1.75 a pair.

Indian Moccasins

A big lot of leather moccasins is ready for Christmas. Children's sizes are 25c. Boys', men's and women's sizes are 50c and 75c.

(Chestnut)